

DEC 29 1994

December 22, 1994

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TO: Region Operations Managers

FROM: George Smith

SUBJECT: Fleming Status Update

Attached for your information and use is a summary page (Attachment 1) which shows each Fleming division's Alliance accrual YTD ending November 30, 1994.

We are making one major change on the procedure to request funding for Fleming. However, first let me give you an overview on how they are structured.

Each ship-to location will continue to accrue \$.50 per carton on all Value & Quality purchases and each location is to develop a quarterly promotional program for Value & Quality cigarettes. The change to our program is the Fleming division will request funds for their program from Fleming Corp. I am in the process of transferring the Alliance fund accrual to Fleming Corp. Then, they in turn will supply me with a quarterly reconciliation on how and where funds are spent.

During the month of January, Fleming will be running a national promotion on Value & Quality. They will announce to their retail customers that starting in January, Fleming will be applying \$2.00 coupons on all cartons of Value & Quality cigarettes at retail. Fleming will announce this promotion to all retailers to obtain promotional support and displays on Value & Quality.

If you would like to get your people involved in implementing this program at retail or feel a \$.20 per pack promotion is a better use of funds in a chain, please contact your local Fleming Branch and work out the details.

Please note coupons are to be ordered by the local Fleming division through Fleming Corp.

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For your information, I have attached a copy of the correspondences Fleming sent to each of their Divisions.

Attachment

cc: J. W. Best
P. J. Cundari
C. R. Dedeaux
S. G. Hanes
S. R. Qualkinbush
L. S. Schreiber
D. L. Wilmesher
S. R. Wilson

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FLEMING**VALUE & QUALITY \$2.00 COUPON PROMOTIONAL FLOW CHART**

DATE/WEEK OF	ACTIVITY
w.o. January 9	<ul style="list-style-type: none">• Determine product and coupon needs.
w.o. January 9	<ul style="list-style-type: none">• Communicate product and coupon needs.
w.o. January 9	<ul style="list-style-type: none">• Place order with R. J. Reynolds for promotional product.
w.o. January 9	<ul style="list-style-type: none">• Notify retail customers of upcoming promotions.
January 16 or 23	<ul style="list-style-type: none">• Start shipping prebooked orders.

FLEMING ACCRUAL BALANCE

Branch	Account Number	Division Number	Total Accrual BALANCE 1130/94	Program Spending	Balance
El Paso, TX	404625		20,631		20,631
Fresno, CA	316510		0		0
Garland, TX	628586		2,118		2,118
Geneva, AL	198340		29,358		29,358
Hawaii, HI	546249		0		0
Houston, TX	198270		0		0
Hub City, WI	551634		52,389		52,389
Johnson, City, TN	198370		1,557		1,557
Oklahoma Ctiy (Joplin)	198290				
Kansas City, KS	198000		6,066		6,066
Lafayette, LA	957691		0		0
Lincoln, NE	197300		13,953		13,953
Lubbock, TX	198020		44,649		44,649
Massillon, OH	246025		15,390		15,390
Memphis, MS	810408		35,073		35,073
Miami, FL	899517		2,460		2,460
Milwaukee, WI	551633		3,546		3,546
Nashville, TN	786765		37,410		37,410
Norcal, CA	485411		4,347		4,347
OKC-Memorial Road	198120		3,876		3,876
Philadelphia, PA	198280		102		102
Phoenix, AZ	529356		0		0
Portland, OR	751540		0		0
Salt Lake City, UT	751300		35,712		35,712
San Antonio, TX	198310		5,676		5,676
Sikeston, MO	744755		5,040		5,040
Kansas City (Topeka)	197400		2,805		2,805
San Antonio (Donna)	249240		5,109		5,109
San Antonio (Victoria)	248640		30,420		30,420
East Peoria, IL	303440		3,240		3,240
Concordia, KS	320962		18,483		18,483
Laurens, IA	527003		25,443		25,443
Cheektowaga, NY	452091		1,302		1,302
Columbus, OH	453486		6,561		6,561
Warsaw, NC	458850		9,690		9,690
Syracuse, NY	473498		1,596		1,596
Knoxville, TN	490680		6,207		6,207
Geneva (Montgomery)	512208		7,137		7,137
OKC - S.E. 59th	576720		21,636		21,636
York, PA	594480		117		117
Lacrosse, WI	273823		197,199	169,600	27,599
Altoona, PA	276331		0		0
Spending 10/1-11/30			0	54,184	-54,184
To Be Allocated To Ship To					
TOTALS			550,245	223,784	326,461

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